

## 124th Founder's Day Celebrations



Shri Hari Shankar Singhania felicitating Shri Ashwani Kumar



A view of the august audience



An engaging & lively performance by the employees of JK Organisation



Employees who have completed 25 years with JK Organisation

The annual event of Founder's Day was celebrated with full fervour by all Group Companies on 7th November, 2008.

The celebration of the birth anniversary of our founder, Late Lala Kamplapatji Singhania took place at Air Force Auditorium with Mr. Ashwani Kumar, Minister of State for Industries, Govt. of India as the Chief Guest.

Present on the occasion were

diplomats, bureaucrats, bankers, media and various other VIPs along with the entire JK Organization employees with their families.

The guests were cordially welcomed by Mr. Hari Shankar Singhania, while a tribute to the founder was paid by Mr. S.K. Mukherjee (JKPL), Mr. B.K. Daga (JKLC) and Mr. N. Singh (JK Tyre).

For 25 years of service employees were awarded amongst which six were

from JK Lakshmi Cement, namely, Mr. C.K. Bagga, Mr. K.C. Sethi, Mr. B.S. Panesar, Mr. B.S. Bisht, Mr. Rakesh Kaul and Mr. N.B. Thapa. Lifetime Association Awards were given to Mr. S.C. Jain, Mr. P.S. Sharma, Mr. S. Jayaraman and Mr. B. Verghese.

On the occasion a cultural show was organized where the groups' employees and their families participated in various activities like dancing and singing.



## JK Lakshmi Champs – Winning Together

### JK Lakshmi Champs – Winning Together,

an innovative and exciting Customer Relationship Management (CRM) program for engaging business associates of JK Lakshmi Cement, was launched in October, 2008. The program is all about strengthening the bond between the company and its business associates and focuses on building a long term relationship between them and the company.

JK Lakshmi Champs has been launched in Rajasthan and Gujarat where it has been well received by the business associates. The company is planning to take the program, managed by a professional company, further to its other markets.

The aim of the program is to recognize the contribution of business associates in promoting JK Lakshmi, motivating them to perform better and raising their social status amongst peers by providing them with opportunities to win exciting prizes through the course of their business.

This program is quite different from the other run of the mill relationship



Mr. Sunil Agrawal  
addressing the business  
associates

programs. The program engages the business associates both on the sales and non sales related parameters along with the touch points customized to their profile, culture and backgrounds of the business associates. The program not only involves the business associates but also their families.

The program was launched at different markets of Rajasthan and Gujarat where the invited business associates turned up in large numbers. The details about the program, the benefits and procedures involved were explained to the business associates who were excited to be an integral part of JK Lakshmi Champs.



Business  
Associates at the  
launch of JK Lakshmi  
Champs.



Lighting up the lamp  
on the launch of JK  
Lakshmi Champs.



## JK Lakshmi: Numero Uno in Energy Conservation

The Energy Conservation Award, instituted by Ministry of Power (Bureau of Energy Efficiency), was conferred on JK Lakshmi recently. The coveted award is to recognize manufacturers who are contributing significantly in conserving energy.

The prestigious award was received by Mr. S. Chouksey (Whole-time Director) and Mr. Ganpat Singh

(Chief Executive - Works) on National Energy Conservation Day at a glittering ceremony in New Delhi.

The award is an outcome of innovative energy conservation measures taken at JK Lakshmi Cement where energy conservation is an ongoing exercise.



2008  
IMEA Award



## JK Lakshmi bags the IMEA Award

The benchmark in Manufacturing was set at the 2008 edition of Frost & Sullivan's most awaited 'India Manufacturing Excellence Awards (IMEA)', which recognizes and applauds efforts of Indian manufacturing companies towards achieving excellent world class manufacturing status. JK Lakshmi Cement Ltd. was awarded the Silver Certificate of merit for

"Manufacturing and Supply Chain Excellence" (IMEA 2008) by Frost & Sullivan. The award ceremony was graced by two extremely distinguished individuals from the industry viz Mr Vikram Kirloskar (Vice Chairman, Toyota Kirloskar Motors Limited) and Mr. S.M. Trehan (Managing Director, Crompton Greaves Limited).





Mr. Chouksey &  
Mr. Sodasivan  
inaugurating new  
Ahmedabad Office.

## JK Lakshmi's new office at Ahmedabad

Ever since JK Lakshmi has started operating in Gujarat in 1982, its company has developed an image of premium brand in the market. With the changing time and evolving markets JK Lakshmi has also made progressive changes and has relocated its offices in the most appropriate locations, as per the market needs.

The new office in Ahmedabad is located in the most happening and fast developing area - Sarkhej Gandhinagar Highway.

The interiors of the office are designed to reflect our core business viz. cement, concrete and

plaster of paris. The office is well equipped with the latest technology of video conferencing. The opening of the office saw Mr. S. Chouksey (Whole-time Director) cutting the inaugural ribbon. Also present at the occasion were Mr. C.S. Sadasivan (Chief of Marketing) and Mr. Sunil Agarwal (Head-Marketing Services).

On this occasion, Mrs. Vinita Singhania conveyed her best wishes to the Gujarat team and Mr. A.M. Desai (Zonal Head-West) expressed that the office would facilitate in opening a new chapter in office communication.

## JK Lakshmi in Nano Project

JK Lakshmi Cement has been a regular contributor in the infrastructural development of the country and has helped in building a stronger India. Leading companies around the world have laid their trust in our products and services.

Once again the faith has been shown by the prestigious Tata Group who is using JK Lakshmi's loose and packed cement as well as

JK Lakshmi Power Mix – Ready Mix concrete in its Nano project in Sanand, Gujarat.

Nano is going to change the transportation scenario in India and JK Lakshmi is proud to be a part of one of the most prestigious and visionary projects of the country.

The use of our cement in such an esteemed venture once again reflects the confidence the industry has in JK Lakshmi Cement.





## JK Lakshmi Cement now comes to Pune

Responding to the demand of the brand in Pune, JK Lakshmi Cement launched its products in the Maharashtrian city on January 29, 2009.

The brand is already popular in Mumbai and because of its huge customer requirement and the growing market for cement in the area, the company had decided to

introduce its product in the markets of Pune.

Famous builders and RMC plants in Pune are already using JK Lakshmi Cement. As its sales promoter, the company has appointed GSR Marketing which is a well known name in the cement industry enjoying a wide network base.



Mr. Chouksey &  
Mr. Sadasivan with  
Md. Azharuddin during  
the Pune Launch

Prof. Kulkarni &  
Prof. Chani with the  
company officials.

## Architects Meet at Jaipur

The Knowledge Sharing Session on Green Buildings was organized by JK Lakshmi Cement Ltd. for renowned architects of Jaipur at Hotel Jaipur Palace. The speakers of the meet were Prof. Satish Yashwant Kulkarni, the Head of Department of Architecture & Planning at IIT, Roorkee and Prof. P.S. Chani, Assistant Professor in the Department of Architecture & Planning at IIT, Roorkee.

The topic on Green Buildings was taken up with great enthusiasm. The audience appreciated the efforts of the speakers for their profound information and admired JK Lakshmi Cement for organizing the interesting session. The message from Dr. Kulkarni and Dr. Chani was clear, "We need to understand the effects the buildings have on environment and therefore should design them responsibly."





Mr. Harsh Pati  
Singhania

## Harsh Pati Singhania - The new FICCI Chief

Harsh Pati Singhania, MD of JK Paper and Director, JK Organization, has recently been appointed as the President of FICCI. It is noteworthy that Mr. Singhania achieved this feat at a very young age, following the footsteps of our group Chairman, Shri Hari Shankar Singhania, who was also appointed as the President of FICCI at a very young age.

In a recent interview with one of India's leading newspapers, Mr. Singhania brought into light his concern on the slowing down of economy and the measures he would concentrate on to check the present dark scenario of the market.

Talking about the alarming rate of employees being laid off,

Mr. Singhania said it was difficult to let go of valuable manpower as it took effort to build skilled workforce.

As a solution to this crisis, Mr. Singhania revealed that FICCI had decided to re-skill people through vocational training and encouraging self-employment. He thinks the nation needs growth in agriculture and employments even in rural India to curb influx of rural labour in cities.

He mentioned his priorities included good governance for FICCI for better results. To beat the liquidity crunch, his suggestion is that the banks show confidence in lending at lower interest rates.

## Mr. Reddy does it again!

We are proud to report you that Mr. Reddy, Sr. Manager - Systems, participated in the Airtel International Half Marathon and completed it in 1 hr 41 mins which was an improved timing by 10 mins over his last year's achievement. Mr. Reddy had also participated in the "21 km Marathon" organized by M/S Mawana Sugar Ltd. in which

he obtained 9th position and received a certificate and cash prize from the organizers.

Mr. Vidyanand, Sr. Manager - Accounts, inspired by Mr. Reddy, took part in the Airtel Marathon. We hope Mr. Reddy keeps inspiring people, and more employees of JK Lakshmi participate in such events.

Mr. Reddy during the  
Marathon





## जे.के. लक्ष्मी की पशेकश- “कॉलर द्यून”

ये देश और हमारे बढ़ते कदम  
छू रहे आकाश हैं  
जीत लेंगे सारी दुनिया को  
मन में पूरा विश्वास है

जे.के. लक्ष्मी कम्पनी के आदर्शों को प्रतिध्वनित करती एक मधुर धुन है, जे.के. लक्ष्मी “कॉलर द्यून”। यह एक प्रेरणादायक गीत है जिसमें सरल शब्दों और मधुर संगीत का संगम है।

तो हर बार जब कोई कॉलर किसी जे.के. लक्ष्मी टीम मेम्बर को कॉल करता है, इस गीत के माध्यम से उसे आभास होता है देश की अग्रणी सीमेंट निर्माता कम्पनी के सपनों और मजबूत इरादों का।



श्री मनोज कुमार,  
श्री मुकेश कुमार व  
श्री मुनेश गुप्ता  
अपने कार्यस्थल पर।



## हम साथ साथ हैं।

मैसर्स सीमेंट लिंकर्स जे.के. लक्ष्मी के साथ पिछले 10 वर्षों से जुड़े हुए हैं। इन्होंने शुरुआत 100 टन प्रति माह की लिफ्टिंग से की जो कि 3 वर्षों में बढ़कर 1000 टन प्रति माह तक पहुँच गई है। इसका श्रेय तीनों भाईयों श्री मनोज कुमार, श्री मुकेश कुमार व श्री मुनेश गुप्ता को जाता है। इन्हें जे.के.

लक्ष्मी सीमेंट के सिल्वर जुबली प्रोग्राम (दिल्ली) में “एक्सिलेन्स इन सेल्स” के पुरस्कार से सम्मानित किया गया था। तीनों भाईयों का मानना है कि कम्पनी की खुशहाल विक्रान्ति नीति तथा उनकी मेहनत से वे निरंतर प्रगति की ओर बढ़ रहे हैं।



## Results of Slogan Contest Vol. XXXIV

**Thank you readers!**

We are thrilled by your overwhelming response to this contest. We would like to appreciate the efforts made by Mr. Sunil Upadhyaya (U.P.) , Mr. Jagat Bhavsar (Gujarat) , Mr. Umesh Verma (Delhi).

Keep participating and win exclusive prizes.

### Winner

Mr. T.R. Choudhary (Delhi)

## Sudoku Contest

						7	8
		1	5	8			
3	9				7		
7						3	2
		9	8		3	5	
5	6						1
			3			6	5
				4	2	7	
1	4						

### HOW TO PLAY

Fill in the grid so that all horizontal rows, vertical columns and every 3x3 boxes contain the digits 1-9, without repeating the numbers in the same row, column or box. You can not change the digits already given in the grid. Every puzzle has one solution.

### कैसे खेलें

ग्रिड को इस तरह भरें कि हर खड़ी पंक्ति, आड़ी पंक्ति और 3 x 3 बॉक्स में 1 से 9 तक अंक हो। एक ही खड़ी पंक्ति, आड़ी पंक्ति या बॉक्स में अंक न दोहरायें। आप ग्रिड में पहले से दिए अंक भी नहीं बदल सकते। हर पहेली का एक ही हल है।

Send in your entries through post or e-mail at the address below. Lucky Winners will get SURPRISE GIFTS!

Kindly send your suggestions/comments to  
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Please visit our website at [www.jklakshmicement.com](http://www.jklakshmicement.com)